

Message Text

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PAGE 01 STATE 133362
ORIGIN COME-00

INFO OCT-01 NEA-11 ISO-00 EB-08 DOE-15 SOE-02 OES-07
/044 R

DRAFTED BY COM/BED/CAGNE/DRYAN:RB
APPROVED BY EB/OCA/WERAU
COM/BED/CAGNE/PBHALE
COM/BED/CAGNE/RFRUAN
COM/OIM/SAD/WLALE
DOE/OBAP/ESSIMMONS
DOE/OBAP/CNS/RMJACKSON (PHONE)
DOE/OBAP/JDEMETROPS (PHONE)
COM/OIM/CGEND;EAU
NEA/RA/RPRICKETT (INFO)

-----115660 251922Z /53

R 251717Z MAY 78
FM SECSTATE WASHDC
TO USINT BAGHDAD
AMEMBASSY MANAMA
AMCONSUL DHAHRAN
AMEMBASSY JIDDA
AMEMBASSY KUWAIT
AMEMBASSY TEHRAN
AMCONSUL SHIRAZ
INFO AMEMBASSY CAIRO
USLO RIYADH

UNCLAS STATE 133362

E.O. 11652: N/A

TAGS: BEXP, XF

SUBJECT: TRADE PROMOTIONAL POSSIBILITIES FOR ENERGY
CONSERVATION AND ENERGY ALTERNATIVES

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1. SUMMARY: CAGNE IS CONSIDERING STAGING AN ENERGY CONSERVATION EVENT IN SELECTED NEAR EASTERN COUNTRIES DURING DECEMBER 1978. DEPT. OF ENERGY WOULD COOPERATE.
2. WITHIN THE U.S., THERE ARE TWO KEY AREAS OF USG ASSISTANCE TO THE BUSINESS COMMUNITY IN MATTERS RELATING TO ENERGY: ENHANCEMENT OF INDUSTRY CONSERVATION PRACTICES

AND COMMERCIAL DEVELOPMENT OF RENEWABLE ENERGY SOURCES,
ININCLUDING SOLAR.

3. SINCE BOTH ENERGY CONSERVATION AND ENERGY ALTERNATIVES INVOLVE SYSTEMS, EQUIPMENT, AND COMPONENTS THAT SHOULD ENJOY EXCELLENT EXPORT POTENTIAL, DOE OFFICE OF BUSINESS ASSISTANCE PROGRAMS AND USDOC ARE EXPLORING POSSIBILITIES FOR NEAR TERM EVENT SCHEDULING.

4. TYPICAL APPLICATIONS OF ENERGY CONSERVATION INCLUDE INDUSTRIAL PROCESS SYSTEMS, TO IMPROVE ENERGY EFFICIENCY WITHIN ENERGY INTENSIVE INDUSTRIES SUCH AS BASIC METALS, CEMENT AND GLASS; TRANSPORTATION EQUIPMENT, TO INCREASE END-USE EFFICIENCY OF VEHICLES; WASTE ENERGY REDUCTION; BUILDING SYSTEMS, TO ENHANCE ENERGY EFFICIENCY IN COMMERCIAL AND RESIDENTIAL BUILDINGS; AND AGRICULTURAL AND FOOD PROCESSING SYSTEMS, TO CUT ENERGY CONSUMPTION THROUGH MORE EFFICIENT PROCESSES.

5. ADDRESSEE POSTS ARE REQUESTED TO EVALUATE THE ENERGY CONSERVATION THEME FOR MARKETABILITY IN THEIR RESPECTIVE COUNTRIES. KEY ELEMENTS IN THE ASSESSMENT PROCESS MUST INCLUDE ESTIMATE OF THE SIZE AND SCOPE ON END-USER UNIVERSE AND AN EVALUATION OF WHETHER OR NOT THE ENERGY CONSERVATION IDEA WOULD SELL. SHOULD SUFFICIENT INTEREST DEVELOP, CAGNE WOULD ATTEMPT TO RECRUIT A SPECIALIZED UNCLASSIFIED

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TRADE MISSION OR A SEMINAR MISSION TO VISIT COUNTRIES CONCERNED IN EARLY DECEMBER. POSTS SHOULD STATE PREFERENCES BETWEEN THESE TWO TYPES OF TRADE PROMOTION EVENTS IN ORDER TO CAPITALIZE ON WHAT CAGNE PERCEIVES AS A GOOD MARKET OPPORTUNITY, NORMAL EVENT LEADTIMES ARE BYPASSED IN THIS INSTANCE. NO CONFLICTS ARE READILY APPARENT IN SELECTED TIME FRAME. PLEASE REPLY BY JUNE 8. CHRISTOPHER

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Draft Date: 25 may 1978
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Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Drafter: RB
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Litigation History:
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Original Previous Handling Restrictions: n/a
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Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
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Review Release Date: N/A
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